

FIG. 2

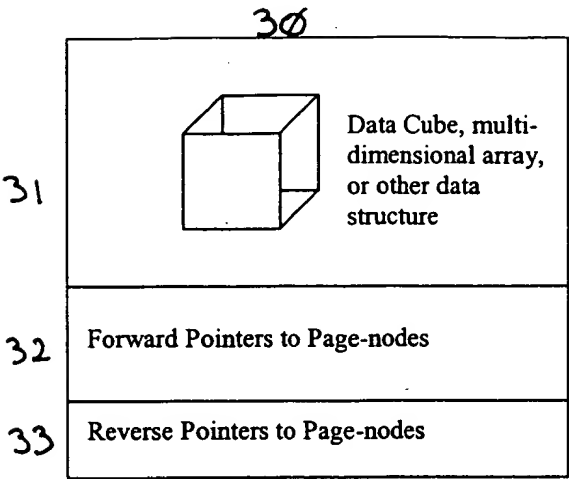
20

Number of Clicks

9	2	5	3	4	5	3
8	4
7
6
5
4
3
2
1	9	3	1	3	4	3

0-10 10-20 20-30 30-40 40-50 50-60 AGE

FIG. 3



00982.0003

FIG. 4

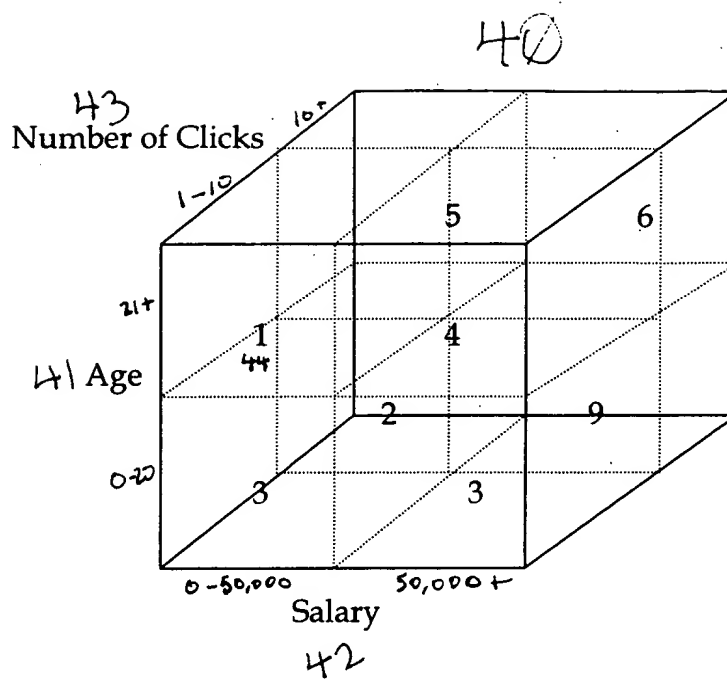
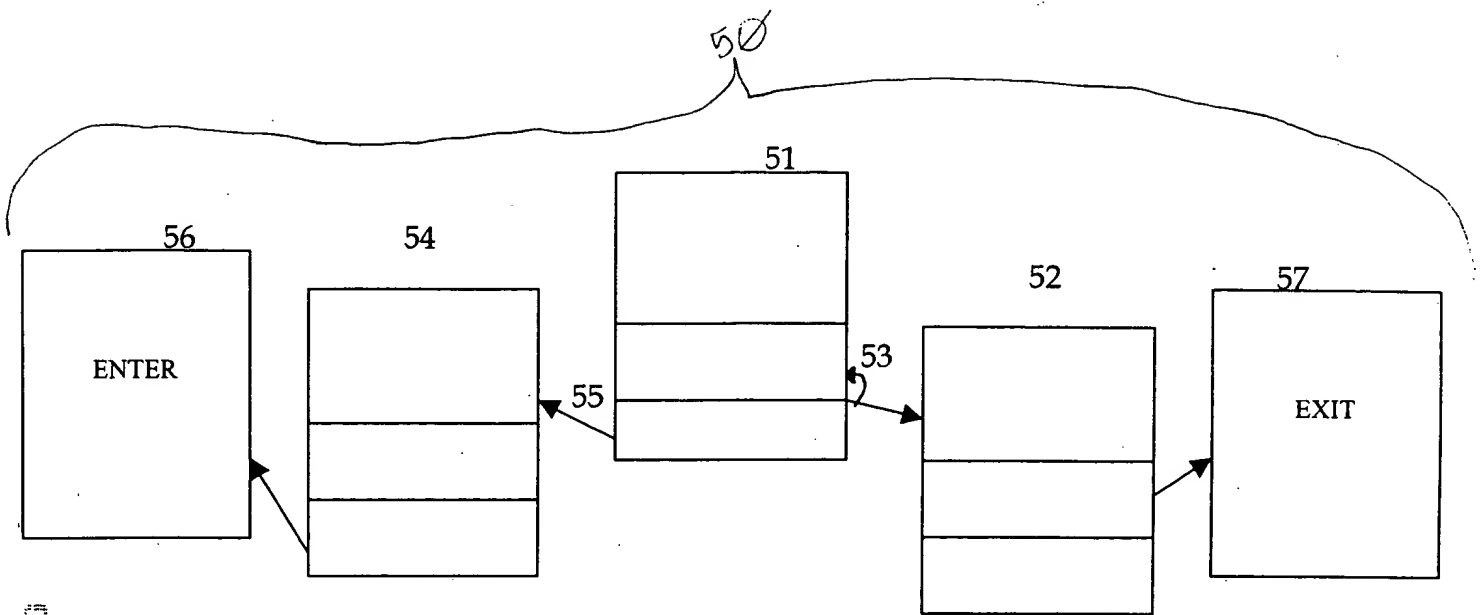


FIG. 5



00982.0003

FIG. 6

60

61

Page Node	Click Step: -3	Click Step: -2	Click Step: -1	Click Step: 0	Click Step: +1	Click Step: +2	Click Step: +3
"main"	[women:0, men: 5]	[0, 5]	[10, 25]	[0, 0]	[20, 10]	[0, 20]	[10, 10]
"home"	[0, 0]	[0, 0]	[5, 0]	[100, 100]	[0, 0]	[0, 0]	[0, 0]
"search"	[0, 0]	[0, 5]	[0, 0]	[0, 0]	[0, 50]	[0, 5]	[0, 0]
"register"	[0, 0]	[0, 0]	[0, 0]	[0, 0]	[15, 0]	[10, 0]	[0, 0]
"login"	[0, 0]	[0, 0]	[0, 0]	[0, 0]	[5, 0]	[0, 0]	[0, 0]
"cart"	[0, 0]	[0, 5]	[5, 0]	[0, 0]	[0, 0]	[5, 0]	[25, 0]
"survey"	[0, 0]	[0, 10]	[0, 0]	[0, 0]	[10, 0]	[0, 25]	[0, 10]
"browse"	[0, 5]	[10, 5]	[5, 25]	[0, 0]	[20, 25]	[10, 20]	[15, 20]
"detail"	[0, 0]	[0, 0]	[0, 0]	[0, 0]	[10, 0]	[50, 5]	[0, 10]
ENTER	[100, 90]	[90, 75]	[75, 50]	[0, 0]	[0, 0]	[0, 0]	[0, 0]
EXIT	[0, 0]	[0, 0]	[0, 0]	[0, 0]	[10, 15]	[25, 25]	[50, 50]

62

63

64

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FIG. 7

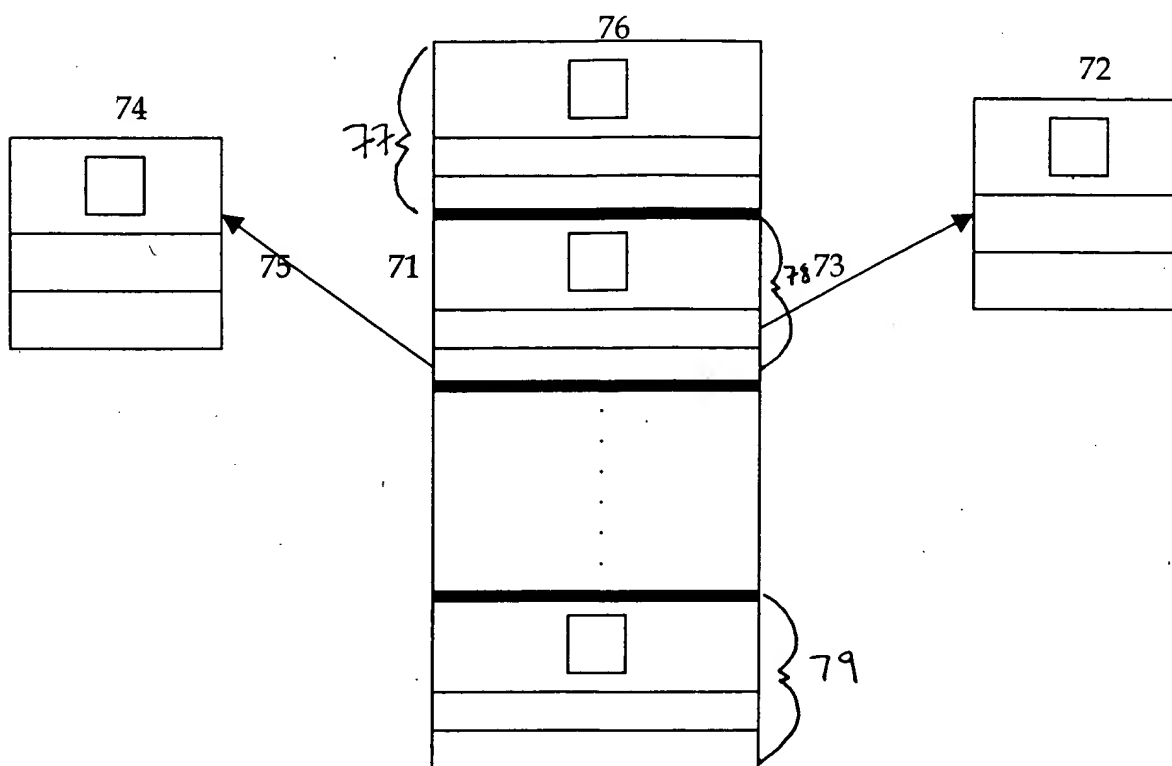
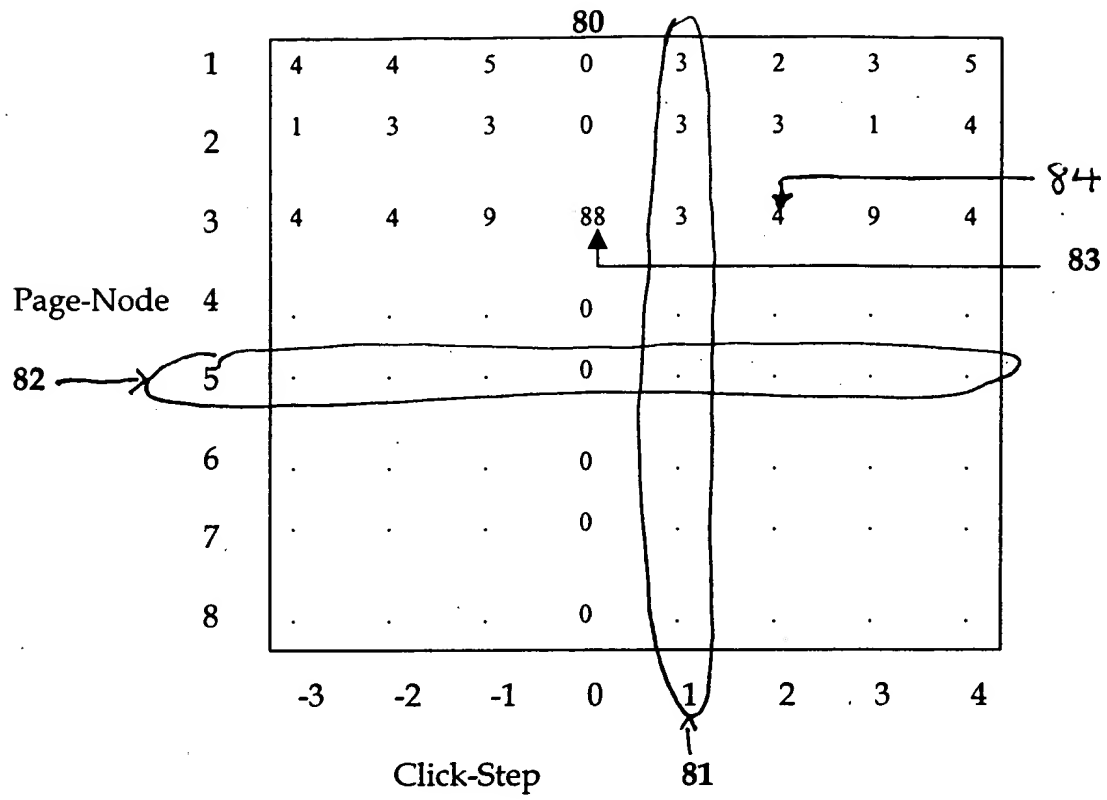
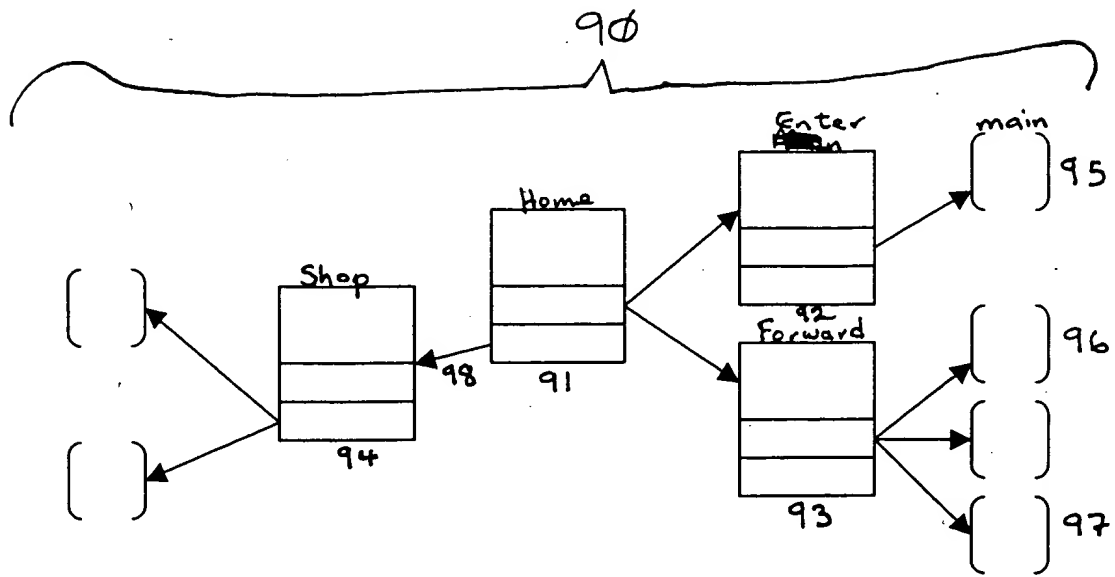
[illegible]

FIG. 8



T06260-082600

FIG. 9



00982.0003

100

"enter"

"home"

"shop"

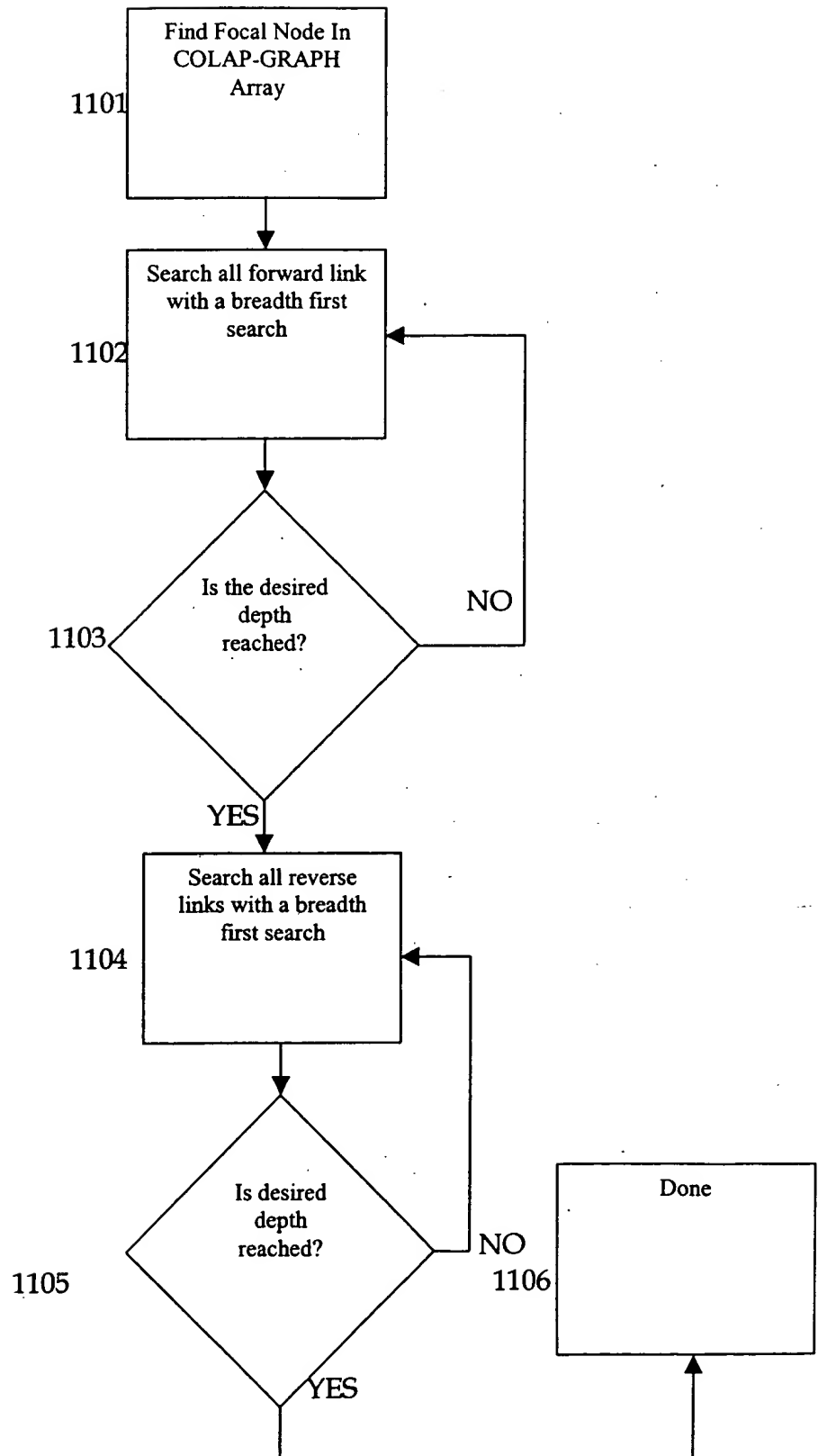
"Main"

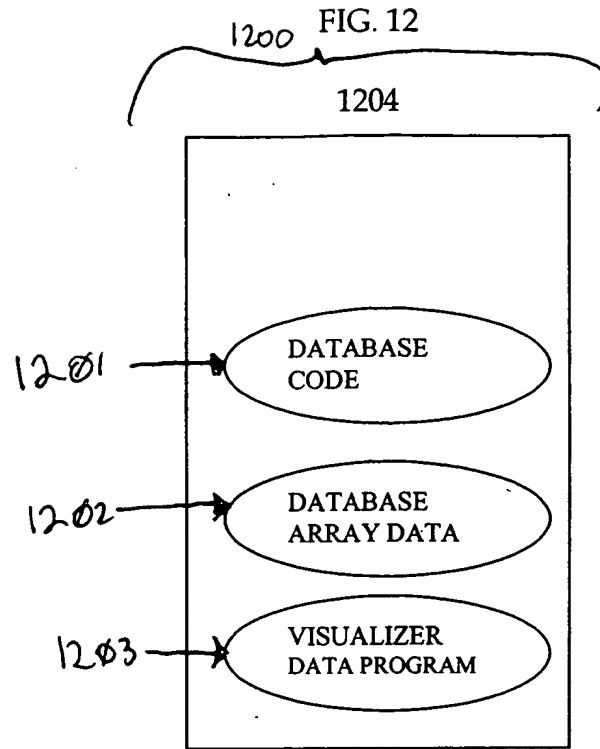
"other"

Page no

-3	-2	-1	0	1	2	3
0	0	50	0	6	1	1
0	50	0	0	1	2	11
50	0	0	0	5	8	22
0	0	0	50	3	9	6
0	0	0	0	7	9	12

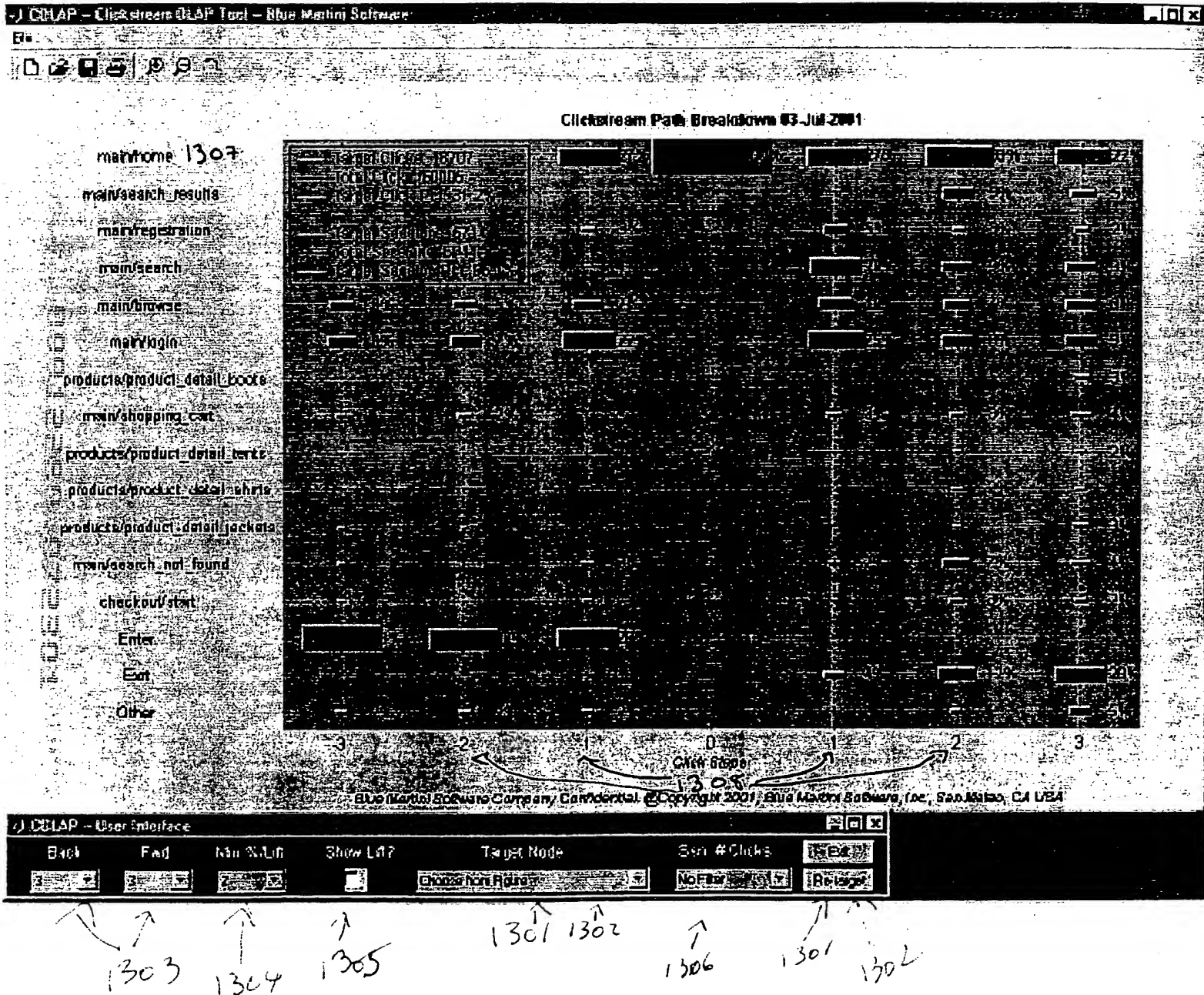
FIG. 11





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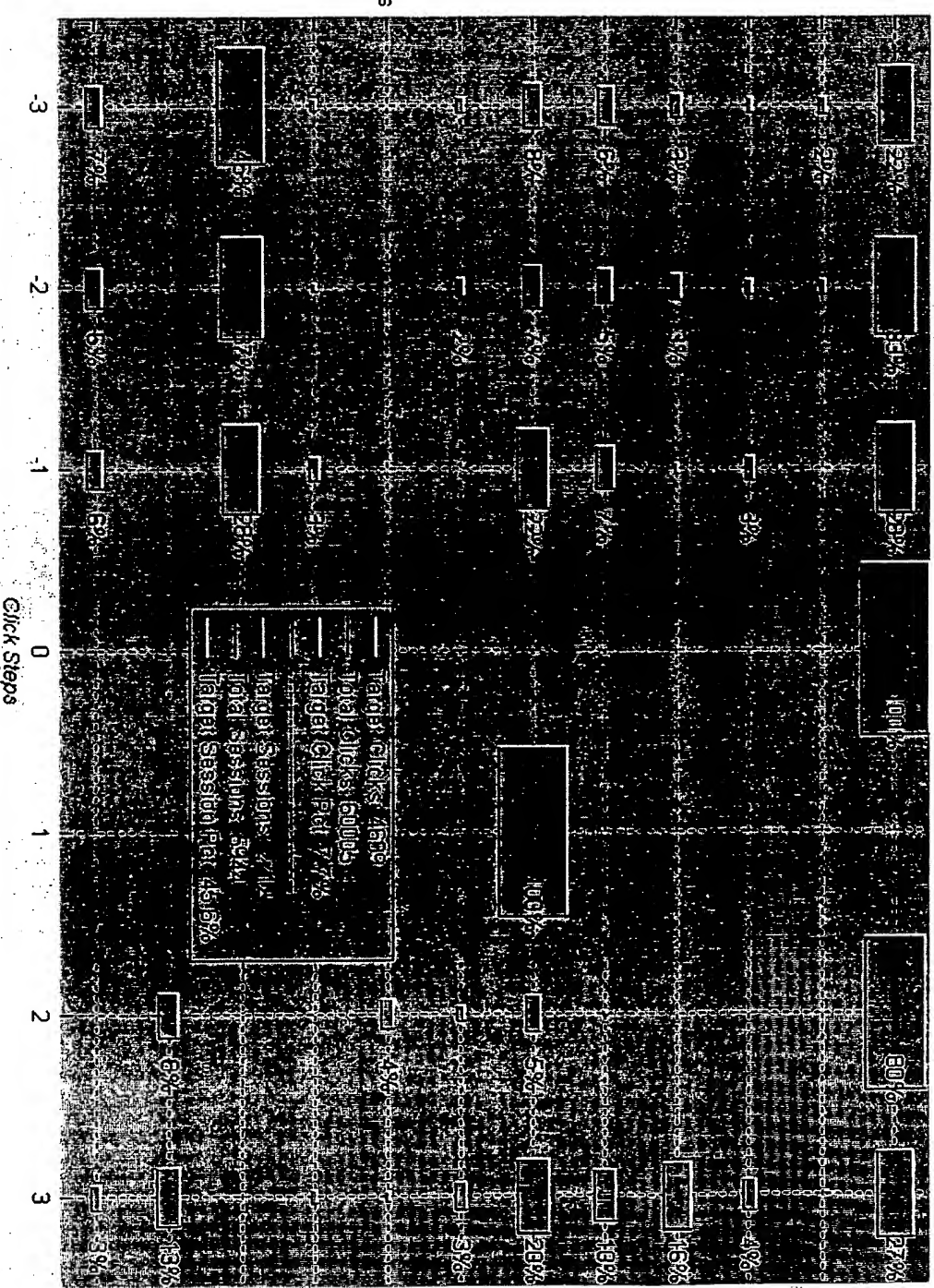
FIG. 13



100

main/search_not_found

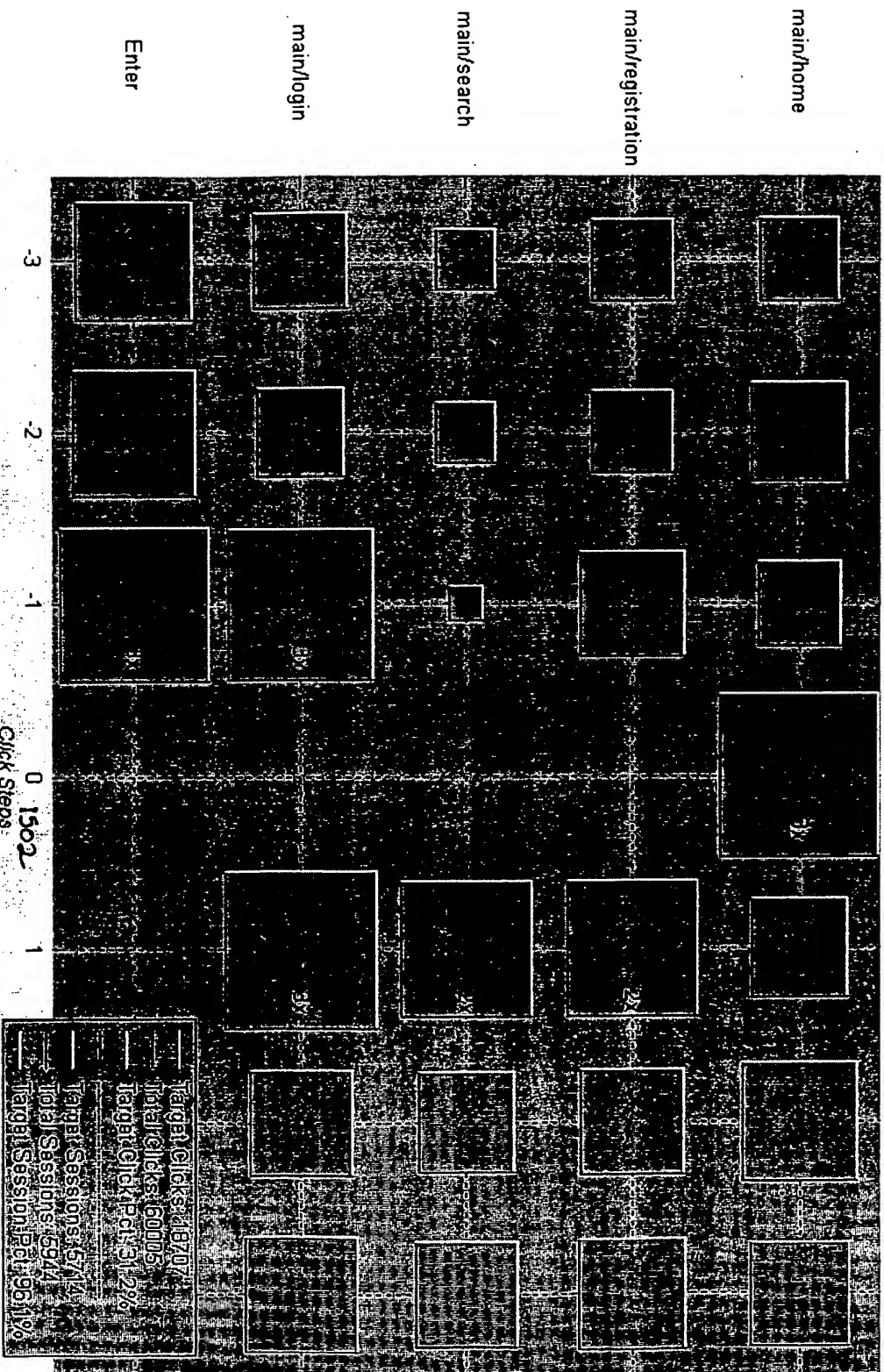
Other



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Clickstream Path Breakdown 10-Jul-2001



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COLAP -- User Interface

Back Fwd Min. %/Lit Show Lit? Target Node Ssn. # Clicks Exit

3 3 2 Choose from Figure No Filter Retarget

FIG. 15